WHAT IS CLAIMED IS:

1.   A computer-based method for marketing attendance right options, comprising:

    storing, in a computer, information related to attendance

        right options;

    linking said computer to at least one user terminal through

        a data communication link; and,

    displaying, at said user terminal, information concerning

        selected attendance right option(s).

2.   A computer-based method, as defined in claim 1, wherein storing comprises writing said information into a random access memory.

3.   A computer-based method, as defined in claim 1, wherein storing comprises writing said information into a magnetic storage device.

4.   A computer-based method, as defined in claim 1, wherein storing comprises writing said information into an optical storage device.

5.   A computer-based method, as defined in claim 1, wherein storing includes storing information identifying a particular attendance right and a current offer or bid for the option to purchase said particular attendance right.

6.   A computer-based method, as defined in claim 1, wherein storing includes storing information identifying a particular

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attendance right and a current highest bid for the option to purchase said particular attendance right.

7. A computer-based method, as defined in claim 6, wherein storing further includes storing a complete bid history concerning the option to purchase said particular attendance right.

8. A computer-based method, as defined in claim 1, wherein storing further includes storing option expiration information.

9. A computer-based method, as defined in claim 1, wherein storing includes further includes storing information related to vesting of a particular attendance right option.

10. A computer-based method, as defined in claim 9, wherein vesting information includes an identification of a particular team or competitor who must qualify for the particular event.

11. A computer-based method, as defined in claim 9, wherein vesting information includes an identification of a particular round of play.

12. A computer-based method, as defined in claim 9, wherein vesting information includes an identification of home or away status of the particular event.

13. A computer-based method, as defined in claim 1, wherein information includes a unique certificate or certification number associated with each attendance right option.

14. A computer-based method, as defined in claim 1, wherein said

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data communication link includes at least one internet segment.

15. A computer-based method, as defined in claim 1, wherein linking includes authenticating the user terminal as an authorized user.

16. A computer-based method, as defined in claim 1, wherein displaying involves use of an internet browser.

17. A computer-based method, as defined in claim 1, wherein displaying includes displaying information identifying a particular attendance right and bid(s) and/or offer(s) on the option to purchase said particular attendance right.

18. A computer-based method, as defined in claim 1, wherein displaying includes displaying information identifying a particular attendance right and a current highest bid for the option to purchase said particular attendance right.

19. A computer-based method, as defined in claim 18, wherein displaying further includes displaying a complete bid history for said particular attendance right.

20. A computer-based method, as defined in claim 1, wherein displaying further includes displaying a date on which a sale of the option to purchase said particular attendance right will take place.

21. A computer-based method, as defined in claim 1, wherein displaying further includes displaying account balance information for the user of said user terminal.

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22. A computer-based method, as defined in claim 1, wherein displaying further includes displaying option position information for the user of said user terminal.

23. A computer-based method, as defined in claim 1, wherein displaying further includes displaying up-to-date option valuation information.

24. A computer-based method, as defined in claim 23, wherein said option valuation information is computed from current sports wagering data.

25. A computer-based method, as defined in claim 23, wherein said option valuation information is computed based on user-input probabilities concerning option-vesting contingencies.

26. A computer-based method, as defined in claim 18, wherein displaying further includes displaying the net profit/loss for positions currently held by the user of said user terminal.

27. A computer-based method, as defined in claim 26, wherein net profit/loss is computed from the current bid(s)/offer(s) on positions similar to those held by the user.

28. A computer-based method, as defined in claim 1, further comprising: receiving a command, over said communication link, from a user of said user terminal.

29. A computer-based method, as defined in claim 28, wherein receiving comprises receiving a command to purchase the option to purchase a particular attendance right at a previously-displayed

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offer price.

30. A computer-based method, as defined in claim 28, wherein
receiving comprises receiving a command to place a specified bid
on the option to purchase a particular attendance right.

31. A computer-based method, as defined in claim 28, wherein
receiving comprises receiving a command to cancel a specified bid
on the option to purchase a particular attendance right.

32. A computer-based method, as defined in claim 1, wherein
receiving comprises receiving a command to place and maintain a
bid, higher than the current highest bid, but subject to a limit,
on the option to purchase a particular attendance right.

33. A computer-based method, as defined in claim 1, further
comprising: receiving bid(s) and/or offer(s) on selected
attendance right options.

34. A computer-based method, as defined in claim 33, further
comprising: clearing said bid(s) and/or offer(s) through a market
clearing process.

35. A computer-based method, as defined in claim 34, wherein
said market clearing process comprises a Dutch auction process.

36. A computer-based method, as defined in claim 34, wherein
said market clearing process comprises an open outcry process.

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37. A computer-based system for marketing attendance right
options, comprising:

   at least one computer, said computer storing information
      related to attendance right options;

5   at least one user terminal, linked to said computer through
         a data communication link; and,

   said user terminal being configured to receive and/or
      display information concerning selected attendance
      right option(s).

10 38. An article-of-manufacture, for use in connection with a
computer, said article-of-manufacture comprising a computer-
readable medium including a plurality of instructions which, when
executed, cause said computer to:

   store information related to attendance right options;

15   link to at least one user terminal through a data
         communication link; and,

   display, at said user terminal, information concerning
      selected attendance right option(s).

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